

**The materials listed below are items recently added to the MSL library development collection. Materials are arranged in broad categories. The listing includes a brief description of the item and the MSL call number.
All items are available through interlibrary loan.**

THE LIBRARY PROFESSION

ALA Survey of Librarian Salaries 2004: ALA Survey Report, by Diane LaBarbera. American Library Association, 2004. {023.9 ALA 2004}

This report, the twentieth in a series, is based on salaries paid as of April 1, 2004 for full-time positions; on a survey of libraries (not individual librarians); and on a survey of public and academic libraries having at least two professionals. (47 pages)

Conflict Management for Libraries: Strategies for a Positive, Productive Workplace, by Jack G. Montgomery and Eleanor I. Cook. American Library Association, 2005. {023.9 MONTGOM 2005}

The authors have developed seventeen scenarios of library workplace conflict and provided realistic ways to manage these situations. Also provided are tools that can be used to create a positive working environment and tips for anticipating problems and understanding the roots of conflict that can arise every day in libraries. (207 pages)

The Dr. Sokoloff Collection: Hands On and Back Talk. Alan Sokoloff. Library Video Network, 2004. Two separate presentations on a single DVD. {617.564 SOKOLOFF 2004}

Hands On/Carpal Tunnel Syndrome: What carpal tunnel syndrome is, who is at risk, symptoms, how people get it, diagnosis, and treatment. The presentation includes specific library-related examples and exercises to help maintain healthy wrists and hands. (35 minutes) ***Back Talk***/Back Health: Provides information on the healthy way to perform basic library tasks (shelving, pushing book carts, lifting) and maintain back health by preventing workplace injuries through preparation and planning. Includes back stretching exercises. (40 minutes)

It Comes With the Territory: Handling Problem Situations in Libraries, by Anne M. Turner. Revised edition. McFarland & Company, 2004. {025.5 TURNER 2004}

This work is a commonsense guide to setting fair and appropriate behavior rules and training staff to implement the rules evenhandedly. Topics include street people, the mentally ill, substance abusers, sexual deviancy, child abuse, community censorship, confidentiality of library records, security, unaccompanied children, inappropriate Internet use, threat of violence, and latchkey children. (194 pages)

Law and Libraries: The Public Library, by Lee Ann Torrains. Libraries Unlimited, 2004. {344.73092 TORRANS 2004}

Anyone who administers a public facility as important as a library must understand the law. This book is intended to alert the librarian to the existence of legal issues and to help them develop policies and procedures that reflect the law. Included are copyright and electronic access, fair use, employment law, licensing, Patriot Act, patron

privacy, contracts, privacy and filtering, Uniform Computer Information Transaction Act, Web sites and library liability, ADA, and sexual harassment. (261 pages)

The Librarian's Career Guidebook, by Priscilla K. Shontz. Scarecrow Press, 2004. {020.23 SHONTZ 2004}

This guidebook is for individuals trying to get into a library science career or wanting to improve their current position. It presents discussions and advice from a diverse group of information professionals on career planning, employment options, library education, on-the-job experience, professional development, essential skills and strategies, and enjoying librarianship as a career. (564 pages)

Revoltng Librarians Redux: Radical Librarians Speak Out, edited by Katia Roberto and Jessamyn West. McFarland and Co., 2003. {020.01 REVOLTI 2003}

A compilation of writings on various aspects of librarianship, this work is a sequel to the 1972 book with the same title. Included are articles from ten of the original 1972 contributors reflecting on what they wrote for the first edition, critiques of library and information science programs, political and spiritual aspects of library life, accounts of work experiences, and original fiction, poetry and art by librarians. {219 pages}

Transitioning from Librarian to Middle Manager, by Pixey Anne Moseley. Libraries Unlimited, 2004. {023.4 MOSLEY 2004}

The author, an experienced professional library manager, offers advice for the aspiring or recently promoted manager. Included are roles of the middle manager, communicating as a manager, understanding internal organizational structure, facing staff issues, dealing with budgets, being an agent for change, handling a crisis, evaluating employees, etc. (211 pages)

LIBRARY MANAGEMENT

The Branch Librarians' Handbook, by Vickie Rivers. McFarland & Company, 2004. {025.1974 RIVERS 2004}

This handbook covers a wide variety of issues that branch librarians deal with every day. It includes chapters on mission statements, library systems, boards of trustees, friends groups, library administration, professionalism, professional organizations, time management, staffing, supervision, computer databases, collection development, homeschoolers, problem patrons, the community, programming, and outreach. (203 pages)

Fundamentals of Library Supervision, by Joan Giesecke and Beth McNeil. ALA Fundamentals Series. American Library Association, 2005. {023.9 GIESECKE 2005}

Designed to be an easy-to-use handbook, this publication addresses the fundamental issues facing new managers. This includes communication skills, the art of motivation, teamwork, group dynamics, policies and the legal environment, hiring and interviewing, orientation and training, planning, managing performance, etc. (166 pages)

Libraries, Mission , & Marketing: Writing Mission Statements That Work, by Linda K. Wallace. American Library Association, 2004. {027 WALLACE 2004}

As tools in planning and marketing, the best mission statements turn good ideas into action. The author explains why libraries need mission statements and offers strategies for writing and implementing an effective statement that will describe the library's value to the community in a few targeted sentences. Sample library mission statements are included. (82 pages)

The Library's Crisis Communications Planner: A PR Guide for Handling Every Emergency, by Jan Thenell. American Library Association, 2004. {021.7 THENELL 2004}

This planner will help you create a ready resource for any emergency situation that might come up such as difficult patrons, censorship, budget issues, natural disasters, or disgruntled staff. Libraries that are equipped with contact information, talking points, and prepared spokespeople can limit damage from crisis events and ensure small problems don't escalate. (77 pages)

Managing Budgets and Finances: A How-To-Do-It Manual for Librarians, by Arlita Hallam and Teresa Dalston. Neal-Schuman Publishers, 2005. {025.11 HALLAM 2005}

The author presents a thorough look at the budgeting process for libraries, explaining the core elements and providing guidance that managers need to put an effective budget together. Included are information on what a budget is, how libraries budget, monitoring a budget, outsourcing, protecting library property, capital projects, contracts and RFPs, alternative library funding, funding sources, and grants. There are also checklists, examples, scenarios, forms and other hands-on materials. (233 pages)

Planning the Modern Public Library Building, edited by Gerard B. McCabe and James R. Kennedy. Libraries Unlimited Library Management Collection, 2003. {727.824 MCCABE 2003}

This collection of essays written by recognized library building experts discusses critical planning issues from a management perspective. Topics include space design, collection marketing, furniture selection, landscaping, accommodating different age groups, hosting events, seeking community support, and library technology. (280 pages)

The Public Library Manager's Forms, Policies and Procedures Handbook, by Rebecca Brumley. Neal-Schuman Publishers, 2004. {025.1974 BRUMLEY 2004}

This handbook compiles forms, policies and procedures from 114 public libraries of all sizes that can be adapted or modified for use by other librarians. Materials are arranged in three parts: public services forms and policies (circulation, reference service, Internet usage), administrative forms and policies (mission statements, gifts, memorials, donations, library boards, exhibits, displays), and collection forms and policies (collection maintenance, evaluation, and development). An accompanying CD-ROM contains all the contents in downloadable version. (300 pages)

The Practical Library Trainer, by Bruce E. Massis. Haworth Press, 2004. {023.8 MASSIS 2004}

The author provides a resource for library managers wanting the workplace to be a learning place, focusing on the integration of staff training as a “blended” activity instead of an “add-on” to existing staff duties. Included is information on preparing the staff for a formal training program, recruitment and retention of library staff, train-the-trainer programs, e-training, and evaluating the training program. (122 pages)

Strategic Planning and Management for Library Managers, by Joseph R. Matthews. Libraries Unlimited, 2005. {025.1 MATTHEWS 2005}

This book is designed to guide library managers toward a greater understanding of the role and responsibility of strategic planning. It explores strategies, identifies broad categories of strategies that can be employed, discusses the role of strategies in planning and delivery of library services, and identifies new ways to communicate the impact of strategies on customers. (150 pages)

Winning With Library Leadership: Enhancing Services Through Connection, Contribution, & Collaboration, by Christi A. Olson with Paula M. Singer. American Library Association, 2004. {025.1 OLSON 2004}

The author believes library leaders need to change how they do business and that teamwork, communication, and collaboration are the keys to next-generation leadership practices. She provides strategies for library leaders to achieve results in the areas of library funding, budgeting, technology development, project and human resources, and relationship management. (116 pages)

ASSESSMENT AT THE LIBRARY

Handbook of Practical Program Evaluation, edited by Joseph S. Wholey, Harry P. Hatry, and Kathryn E. Newcomer. 2nd edition. Jossey-Bass, 2004. {658.4 HANDBOOK 2004}

This new edition is designed to meet the need for practical evaluation approaches to enable policymakers and managers to obtain useful information, even under tight resource constraints. Included are designing performance and evaluation studies, practical data collection procedures, analyzing evaluation data, and getting evaluation results used. (720 pages)

Library Collection Assessment Through Statistical Sampling, by Brian J. Baird. Scarecrow Press, 2004. {025.210727 BAIRD 2004}

Assessment is a planning tool and should be shaped by the mission of the library. The author covers why assessment is important, designing survey instruments, how to gather information, analyzing the data, and using the collected information to further the mission of the library. (103 pages)

Measuring for Results: The Dimensions of Public Library Effectiveness, by Joseph R. Matthews. Libraries Unlimited, 2004. {027.6 Matthew 2004}

Public libraries must demonstrate the economic value of the library and its services. This work offers methods for a library to measure effectiveness and

communicate its value to funders and stakeholders by using library input/output data to demonstrate the economic and social benefits it produces. (240 pages)

Performance Management and Appraisal: A How-To-Do-It Manual for Librarians, by G. Edward Evans. Neal-Schuman Publishers, 2004. {023.9 EVANS 2004}

This book presents information to inspire all libraries to reassess, redesign, and restructure the current evaluation process. Included are why we appraise, choosing an appraisal system, and conducting the appraisal. Accompanying the books is a CD-ROM with appraisal forms that can be adapted for any library and its employees. (293 pages)

COLLABORATION FOR LIBRARIES

Collaboration and the School Library Media Specialist, by Carol A. Doll. Scarecrow Press, 2005. {027.8 DOLL 2005}

The author translated the theory of collaboration into ideas and methods for integrating information literacy skills throughout the curriculum. Included are the value of collaboration, collaboration in the school, collaborating with teachers, collaboration and interpersonal skills, and information literacy models. (119 pages)

Collaborative Collection Development: A Practical Guide for Your Library, by James Burgett, John Haar, and Linda L. Phillips. American Library Association, 2004. {025.21 BURGETT 2004}

For libraries interested in stretching limited budgets, this book provides information on expanding the collection, improving user access, sharing scarce resources, overcoming barriers to partnering, addressing economic issues, creating a framework for success, and attracting new users. Included are checklists, case studies, sample agreements, and references to facilitate collaborative initiatives. (211 pages)

Partnering with Purpose: A Guide to Strategic Partnership Development for Libraries and Other Organizations, by Janet L. Crowther and Barry Trott. Libraries Unlimited, 2004. {021.2 CROWTHER 2004}

Forming partnerships can help the library strengthen its position in the community. This hands-on guide shows how to create the internal foundation needed to form productive and mutually beneficial partnerships as well as how to manage and evaluate collaborative efforts. (142 pages)

School & Public Libraries: Developing the Natural Alliance, by Natalie Reif Ziarnik. American Library Association, 2003. {027.473 Ziarnik 2003}

This book is a call to action for school and public librarians to come together for a shared mission of promoting reading and information literacy and increasing the support for children and young people in the community. Included is information on the challenges and rewards of cooperation, sample materials request list for classroom teachers, homework alert ideas, and examples of winning school-library partnerships. (123 pages)

COLLECTION BUILDING

A Core Collection for Young Adults, by Patrick Jones, Patricia Taylor, and Kirsten Edwards. Teens @ the Library Series. Neal-Schuman Publishers, 2003. {011.62 JONES 2003}

The 1200+ books included are works the authors believe teens should be able to find on the shelves of school and public libraries. The breakdown is 60% fiction, 30% nonfiction, and 10% graphic formats, mirroring the results of the reading interest surveys the authors used. An accompanying 'collection checker' CD-ROM contains basic bibliographic information for each recommended title. (405 pages)

Graphic Novels in Your Media Center: A Definitive Guide, by Allyson A.W. Lyga. Libraries Unlimited, 2004. {025.21878 LYGA 2004}

Using graphic novels to encourage reading and support the curriculum is a natural step for teachers and librarians. This guide to collecting and using graphic novels contains lesson plans, lists for collection development, reviews, Web sites, and interviews with librarians who use these materials. (180 pages)

Popular Series Fiction for Middle School and Teen Readers, by Rebecca L. Thomas and Catherine Barr. Libraries Unlimited, 2005 {016.823008 THOMAS 2005} (514 pages) and ***Popular Series Fiction for K-6 Readers***, by Rebecca L. Thomas and Catherine Barr. Libraries Unlimited, 2004 {011.62 THOMAS 2004} (799 pages)

These companion reading and selection guides will help librarians, teachers and parents with the challenge of evaluating series fiction for these age groups. Each entry provides the series title, author, publisher, grade level, genres, accelerated reader resources, annotation, and list of titles in the series. Indexes and appendices are included.

Recommended Reference Books for Small and Medium-Sized Libraries and Media Centers, edited by Martin Dillon and Shannon Graff Hysell. Libraries Unlimited, 2004 edition. {011.02 RECOMME 2004}

Like the first volume published in 1981, this edition includes dictionaries, encyclopedias, indexes, directories, bibliographies, guides, atlases, gazetteers, and other types of ready-reference tools. There are 1570 entries and 548 selected reviews. (350 pages)

COLLECTION DEVELOPMENT

Banned in the U.S.A.: A Reference Guide to Book Censorship in Schools and Public Libraries, by Herbert N. Foerstel. Revised and expanded edition. Greenwood Press, 2002. {025.213 FOERSTEL 2002}

This expanded edition presents a thorough analysis of the current state of book banning and offers ready reference material on major incidents, legal cases, and annotated entries on the most frequently challenged books and authors. (296 pages)

Collection Development Policies: New Directions for Changing Collections, edited by Daniel C. Mack. Haworth Press, 2003. {025.21 MACK 2003}

Experts in the field take the reader from writing an initial draft collection development policy to applying the official document to the library's day-to-day operation. Included is information on electronic resources, curriculum materials, subject-specific policy statements, the impact of policies on access, and cooperation between collection development and cataloging. (174 pages)

Collection Management for Youth: Responding to the Needs of Learners, by Sandra Hughes-Hassell and Jacqueline C. Mancall. American Library Association, 2005. {025.2 HUGHES 2005}

The authors address both print and electronic information sources to help youth librarians in school and public libraries develop and manage learner-centered collections. Included are eleven field-tested tools to encourage collaboration and build community partnerships to meet the information needs of students in a holistic context. (103 pages)

Fundamentals of Collection Development & Management, by Peggy Johnson. American Library Association, 2004. {025.21 Johnson 2004}

This guide draws on current research and explains how to allocate budgets, determine what to buy based on usage and user needs, market your collections, integrate digital and traditional resources, evaluate the collection, and find partners for cooperative collection development. Forms and charts that can be adapted to any library are included. (342 pages)

Reference Collection Development: A Manual, edited by Alice J. Perez. 2nd edition. Reference and User Services Association, American Library Association, 2004. {025.21 PEREZ 2004}

This work is a guide to producing collection development policies – selection and weeding – for reference collections serving adults in academic and public libraries. A new section on electronic reference sources has been added to this edition. (80 pages)

The Responsive Public Library: How to Develop and Market a Winning Collection, by Sharon L. Baker & Karen L. Wallace. 2nd edition. Libraries Unlimited, 2002. {027.473 BAKER 2002}

Focusing on the heart of the library – the collection – the authors use examples and research from more than 200 libraries of all sizes to show how proven marketing techniques can be applied to promote the library collection. Included are steps for an effective marketing initiative, attracting significant public support, ensuring that the library remains responsive to community needs, providing optimal access to the collection, evaluating the collection, analyzing circulation data, and educating staff. (364 pages)

Selecting Materials for Library Collections, edited by Audrey Fenner. Haworth Press, 2004. {025.21 FENNER 2004}

This work takes you step-by-step through the process of planning, building, and maintaining a quality library collection and offers advice on budgets and collection policies for public and academic libraries. The articles included in the book focus on selecting materials in specific subject areas and evaluating selection resources of all types. (271 pages)

FOR CHILDREN

Babies in the Library! by Jane Marino. Scarecrow Press, 2003. {027.625 MARINO 2003}

Written for librarians who work with infants and toddlers and their parents, this sourcebook presents 10 ready-to-use activities for babies, both pre-walkers and walkers. The author includes rhymes, body movement, songs, fingerplays, circle games, and books in ways that teach parents how to interact with their young children as well as enhance listening skills and language development. (148 pages)

The Big Book of Stories, Songs, and Sing-Alongs: Programs for Babies, Toddlers, and Families, by Beth Maddigan. Libraries Unlimited, 2003. {027.625 MADDIGAN 2003}

This book provides age-appropriate programming ideas for children from 6 months through age 3. The author uses a literature-based approach and offers a mix of stimulating activities that center on books and give children a head start on literacy. (280 pages)

Boys and Literacy: Practical Strategies for Librarians, Teachers, and Parents, by Elizabeth Knowles and Martha Smith. Libraries Unlimited, 2005. {028.55 KNOWLES 2005}

The authors offer strategies supported by the latest research for changes in the classroom and home that can help improve the literacy of boys. The focus is on genres of particular interest to boys such as horror, adventure, science fiction, war, fantasy, and mysteries. Also included are general information, annotated journal articles, discussion questions, book annotations, and graphic novels. (164 pages)

Cool Story Programs for the School-Age Crowd, by Rob Reid. American Library Association, 2004. {028.55 REID 2004}

Few story times are designed for elementary-school children. The author offers 18 new offbeat programs designed to entertain this young audience that combine poetry, picture books, chapter book excerpts, short stories, wordplay, reader's theater, dramatics, writing, music, sports, and crafts. (181 pages)

Ready-To-Go Storytimes: Fingerplays, Scripts, Patterns, Music, and More, by Gail Benton and Trisha Waichulaitis. Neal-Schuman Publishers, 2003. {027.6251 BENTON 2003}

Containing fun-filled, interactive thirty-minute storytime programs, each thematic chapter includes an outline, read aloud book suggestion, fingerplay puppet story script, patterns, songs, parent-and-child matching activity, and activity sheet handouts. An accompanying CD-ROM has more than a dozen songs to be used at storytime. (237 pages)

FOR TEENS

101+ Teen Programs That Work, by RoseMary Honnold. Teens @ the Library Series. Neal-Schuman Publishers, 2003. {027.626 HONNOLD 2003}

Good teen programs can attract young adults to the library and give librarians the chance to interact with, educate, and entertain teens. This how-to guide provides program ideas for public and school libraries including summer reading programs, contests, craft programs, games, holiday parties, coffeehouse programs, etc. (195 pages) ***Connecting Young Adults and Libraries: A Hot-To-Do-It Manual***, by Patrick Jones, Michele Gorman, and Tricia Suellentrop. 3rd edition. Neal-Schuman Publishers, 2004. {027.626 JONES 2004}

This edition brings success stories and ready-to-go programming that librarians serving teens can replicate in any size library. A core message is about developing a “YAttitude,” recognizing the value of young adults and their right to quality library services, and the passion needed to serve them. Included is information on collections, booktalking, outreach, programming, space, promotion, technology, and youth involvement. (438 pages)

Digital Inclusion, Teens, and Your Library: Exploring the Issues and Acting on Them, by Lesley S.J. Farmer. Libraries Unlimited Professional Guides for Young Adult Librarians Series, 2005. {027.626 FARMER 2005}

For today’s teens computer skills are not optional, they are crucial. The author explains how the library can determine its role in bridging the digital divide and effectively foster digital inclusion of young adults. (176 pages)

Library Teen Advisory Groups, by Diane P. Tuccillo. A VOYA Guide From Voice of Youth Advocates, 2005. {027.626 TUCCILLO 2005}

When teens contribute their talents to library functions like readers’ advisory, Web page design, programming, and collection development, they have a sense of ownership in the library. This how-to guide provides information for public and school libraries on starting or rejuvenating a teen advisory group, funding, bylaws, community involvement, membership cards, parent permission forms, newsletters, publicity flyers, etc. (165 pages)

Serving Homeschooled Teens and Their Parents, by Maureen T. Lerch and Janet Welch. Libraries Unlimited Professional Guides for Young Adult Librarians Series, 2004. {027.6 LERCH 2004}

Homeschoolers using the library represent a market segment of your population. The authors provide information about understanding who these kids are and what makes them tick, providing the services and programs they want and need, building a collection to serve homeschooled teens, and marketing to this group. (242 pages)

Teen Book Discussion Groups @ the Library, by Constance B. Dickerson. Teens @ the Library Series. Neal-Schuman Publishers, 2004. {027.626 DICKERS 2004}

Part I includes 15 steps to lively book discussions offering information on book selection, creating provocative questions, using online resources, establishing rules, managing discussions, and increasing participation by boys. Part II features 50 field-

tested teen book discussion guides including bibliographic information, themes, genre, and tips for presenting the book. (172 pages)

Teen Spaces: The Step-by-Step Library Makeover, by Kimberly Bolan Taney. American Library Association, 2003. {022.3 TANEY 2003}

Giving teens a fun, trendy, and unlibrary-like room of their own is a great way to bring this growing population into the library. This book outlines a plan for creating a new space or making over an existing one in libraries of all sizes. Included are before-and-after photos, checklists and worksheets, and a comprehensive web and print resource directory. {137 pages}

Thinking Outside the Book: Alternatives for Today's Teen Library Collections, edited by C. Allen Nichols. Libraries Unlimited Professional Guides for Young Adult Librarians Series, 2004. {027.626 NICHOLS 2004}

In many libraries, teens are underserved and sometimes undesired. This book provides information about building a young adult collection that includes magazines, graphic novels, comic books, audio books, music, videos, on-line collections, and game and CD-ROM-based reference sources. Also included is a chapter on furnishings to use in teen spaces and how to merchandise what the library has to offer to this group. (185 pages)

MARKETING LIBRARIES

The Anatomy of Buzz: How to Create Word-of-Mouth Marketing, by Emanuel Rosen. Doubleday, 2000. {658.8 ROSEN 2000}

Despite the daily blitz of advertising and traditional marketing, statistics show that consumers are overwhelmingly persuaded by the recommendations of friends. The author offers strategies for creating, stimulating, spreading, and sustaining effective “buzz” campaigns. (303 pages)

Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force, by Ben McConnell and Jackie Huba. Dearborn Trade Publishing, 2003. {658.8 MCCONE 2003}

Everyone is an evangelist by giving sincere, sometimes passionate, recommendations to friends and acquaintances on a wide variety of services and products. The authors explain how organizations can successfully create a targeted marketing program that features their biggest fans generating grassroots support for the organization's products and services. (214 pages)

Customer.Community: Unleashing the Power of Your Customer Base, by Drew Banks and Kim Daus. Jossey-Bass Business & Management Series, 2002. {658.812 BANKS 2002}

A customer-community is a group of customers interacting with one another. The authors' concept of Customer.Community is applicable to any Internet-enabled organization that believes in top-notch customer service and sustainable customer loyalty.

The Internet makes it possible for organizations and customers to communicate so that the organization can find out what the customer really needs and wants. (254 pages)

Full Frontal PR: Building Buzz About Your Business, Your Product, or You, by Richard Laermer. Bloomberg Press, 2004. {659.2 LAERMER 2004}

The buzz factor is “whether or not you’re on the radar screen of the curious press and the adoring public.” The author shows how to create the buzz yourself and get media coverage for small businesses and nonprofit organizations. Tactics include honing the pitch, building relationships with the press, raising the organization’s profile, and getting people talking. (213 pages)

Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business, by Jay Conrad Levinson. Revised 3rd edition. Houghton Mifflin Company, 1998. {658.8 LEVINSO 1998}

This book provides tips for small businesses on developing effective and inexpensive marketing efforts by using technology to produce first-rate marketing materials and to target certain markets. Included are how to develop a marketing plan, saving marketing money, canvassing, flyers, signs, newspapers, radio, television, direct-mail, marketing tools, etc. (388 pages)

The Jossey-Bass Guide to Strategic Communications for Nonprofits, by Kathy Bonk, Henry Griggs, and Emily Tynes. A publication of the Communications Consortium Media Center. Jossey-Bass, 1999. {659.288 BONK 1999}

This workbook is for organizations that want to create successful communications strategies, enhance their profiles in the media, boost fundraising, recruit membership, and increase name recognition. The step-by-step guide makes it possible for even small volunteer organizations to succeed in designing, planning and implementing a successful public interest campaign. (188 pages)

Library Marketing That Works!, by Suzanne Walters. Neal-Schuman Publishers, 2004. {021.7 WALTERS 2004}

This book provides information about and tools for marketing your library using advocacy, programming, fundraising, partnering, public relations, community building, advertising, and more. Included is information on strategic planning, market planning, and new directions in marketing. An accompanying CD-ROM includes worksheets and a one-day marketing workshop presentation and handouts. (255 pages)

Library Public Relations, Promotions, and Communications, by Lisa A. Wolfe. 2nd edition. Neal-Schuman Publishers, 2005. {021.7 WOLFE 2005}

Technology has changed the public relations landscape and provided a whole new set of communication tools. This new edition explains using technology to develop the library’s story and communicate it effectively. Included are planning and evaluation, strategies and methodologies, public relations/communications plan, and samples of successful pr efforts in libraries. (326 pages)

Making the Case For Your Library: A How-To-Do-It Manual for Librarians, by Sally Gardner Reed. Neal-Schuman Publishers, 2001. {025.11 REED 2001}

The author explains how librarians can communicate not just *what* their library is doing, but *why* it matters. The book features samples of marketing and promotional materials and explains how to develop, share, deliver and target your library's message so that library services matter to everyone in the community. (143 pages)

Marketing Your Library and ***Merchandising Strategies***. Library Video Network, Baltimore County Public Library, 2005. Two separate presentations on a single DVD. {021.7 MERCHAN 2005}

Marketing Your Library explains the value and components of a marketing plan to help the library provide what the community wants by making the best use of available resources. Included are how to determine the library's target audience, how to collect data using focus groups or other means, and how to set goals and objectives based on the information provided by the community. (20 minutes) ***Merchandising Strategies*** presents the basics on making appealing displays, guidelines for creating a merchandising manual, working as a team to give the library an inviting look, providing good signage, and adapting merchandising to the customer. (22 minutes and 10 page manual)

Mission-Based Marketing: Positioning Your Not-For-Profit In An Increasingly Competitive World and ***Mission-Based Marketing: An Organizational Development Workbook***, by Peter C. Brinckerhoff. 2nd edition. Wiley, 2003 {658.8 BRINCKE 2003}

The textbook will help not-for-profit groups become a market-driven organization, develop a high-traffic Web site, attract and retain quality staff and board members, and turn customers into a powerful referral network. (258 pages) The companion workbook offers checklists, worksheets, assessment guides, and a customizable CD-ROM that contains all the forms and materials in the book. (135 pages)

Purple Cow: Transform Your Business by Being Remarkable, by Seth Godin. Portfolio, 2003. {658.8 Godin 2003}

According to the author, consumers come face-to-face with lots of boring stuff – a lot of brown cows – but they won't forget a purple cow. The essence of the Purple Cow is that it has to be something remarkable and truly noticeable. There should be some Purple Cow in everything you do and everything you build. (145 pages)

The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth, by George Silverman. American Management Association, 2001. {658.8 SILVERM 2001}

Word-of-mouth marketing is the most powerful, persuasive marketing weapon available and drives consumers to try a product or service more than any other technique. The author explains why this type of marketing is in your organization's control and presents detailed techniques for how to launch your own successful effort. (258 pages)

The Visible Librarian: Asserting Your Value With Marketing and Advocacy, by Judith A. Siess. American Library Association, 2003. {021.7 SIESS 2003}

It is essential that libraries become visible by publicizing and marketing services. The author provides practical strategies to connect with customers, using proven marketing, customer service, and public relations techniques to help assert the value of the librarian and the library's resources. (154 pages)

PROGRAMMING & SERVICES

From Outreach to Equity: Innovative Models of Library Policy and Practice, edited by Robin Osborne. Office for Literacy and Outreach Services, American Library Association, 2004. {021.2 OSBORNE 2004}

The focus of this publication is on sustaining quality services for all user groups because equitable service delivery should be the standard for all library services. Included are outreach models that address the elderly, refugee populations, prisoners, people with special needs, teens, Native Americans, homeless people, deposit collections, bookmobile service, after school programs, using information technology; marketing, training staff, and evaluation. (145 pages)

Outreach Services in Academic and Special Libraries, edited by Paul Kelsey and Sigrid Kelsey. Haworth Press, 2003. {021.2 KELSEY 2003}

This collection of writings examines the creation and delivery of outreach programs designed to promote awareness of the library and meet the information needs of underserved or uninformed patrons. Included are case studies and models for building outreach programs; initiating outreach partnerships; and constructing outreach exhibits, talks, kiosks, and workshops. (231 pages)

Readers' Advisory Service in the Public Library, by Joyce G. Saricks. 3rd edition. American Library Association, 2005. {025.54 SARICKS 2005}

This book helps reference librarians provide nonjudgmental, patron-oriented, skill-based readers' advisory services. Included are reference sources, articulating a book's appeal, the readers' advisory interview, training, and promotion and marketing of readers' advisory collections and services. Nonfiction readers' advisory tips are included in this edition. (211 pages)

Serving Seniors: A How-To-Do-It Manual for Librarians, by RoseMary Honnold and Saralyn A. Mesaros. Neal-Schuman Publishers, 2004. {027.622 HONNOLD 2004}

This hands-on guide is for libraries of all sizes that want to begin or expand services to older adults in the community. Included are bringing seniors into the library, building a collection for senior adults, discussion groups, programming ideas, partnering with outside agencies, mixing seniors with teens and children, volunteer opportunities, introducing seniors to the Internet, and getting programming to places where seniors live and meet. (249 pages)

The Virtual Reference Librarian's Handbook, by Anne Grodzins Lipow. Library Solutions Press, Neal-Schuman Publishers, 2003. {025.52 LIPOW 2003}

The author illustrates the benefits of virtual reference and methodically moves through the skills, resources, policies, physical workspace, and marketing and publicity required to make it happen. Included is a CD-ROM with forms, surveys, exercises, checklists, tables, activities, and graphics that can be customized for your library. (199 pages)

Virtual Reference Training: The Complete Guide to Providing Anytime, Anywhere Answers, by Buff Hirko and Mary Bucher Ross. American Library Association, 2004. {025.524 HIRKO 2004}

Washington State has developed a learner-centered approach to help all librarians develop the skills and aptitudes needed to answer patrons' online information needs effectively. Included are core competencies needed for virtual reference, multiple ways of learning to provide the service, curriculum development, learning activities, and evaluation tools. (160 pages)

SCHOOL LIBRARIES

100 More Library Lifesavers: A Survival Guide for School Library Media Specialists, by Pamela S. Bacon. Libraries Unlimited, 2003. {027.8 BACON 2003}

Offering creative solutions to problems and challenges school librarians commonly encounter, these lifesavers include tips, tools, and Internet links for distance learning, standards, reading motivation, management, library skills, professional development, library games, media center best practices, getting organized, and technology tools. (310 pages)

Administering the School Library Media Center, by Betty J. Morris. 4th edition revised and expanded. Libraries Unlimited, 2004. {025.1978 MORRIS 2004}

This handbook covers the basics of administration, facilities management, materials selection, technology changes, staffing, budgeting, standards, collaborative teaching, information literacy, organization, and leadership. Included are forms, checklists, sample documents and lists of criteria. (684 pages)

Collaborative Library Lessons for the Primary Grades: Linking Research Skills to Curriculum Standards, by Brenda S. Copeland and Patricia A. Messner. Libraries Unlimited, 2004. {027.80973 COPELAND 2004}

These collaborative lesson plans will help school library professionals meet curriculum standards while facilitating cooperative planning between librarians and classroom teachers. The lessons integrate research skills instruction with science and social studies standards and come complete with patterns, worksheets, and plans. (159 pages)

Enhancing Teaching and Learning: A Leadership Guide for School Library Media Specialists, by Jean Donham. 2nd edition. Neal Schuman Publishers, 2005. {027.8097 DONHAM 2005}

The purpose of this work is to help school library media professionals integrate their program into the school's overall instructional plan which requires collaboration with the teaching staff. The author addresses the environment – students, curriculum/instruction, principal, school district, and community – and the library media

program – tactics for collaboration, scheduling activities, the collection, literacy, technology, information literacy, assessment/evaluation, and leadership. (337 pages)

Political Advocacy for School Librarians: You Have the Power!, by Sandy Schuckett. Linworth Publishing, 2004. {027.80973 SCHUCKE 2004}

This book will show library media specialists how to affect change in the political arena for more successful library programs. It covers why advocacy is needed, targets for advocacy efforts, presenting the message, and practical tips on how to plan and carry out a successful advocacy campaign. Also included are success stories from a number of libraries. (107 pages)

Power Tools Recharged: 125+ Essential Forms and Presentations for Your School Library Information Program, by Joyce Kasman Valenza. American Library Association, 2004. {025.5678 VALENZA 2004}

This toolkit and accompanying CD-ROM are designed to simplify the job of school librarians by providing customizable, ready-to-use presentations and forms to communicate, promote, administer, and evaluate a library program. (362 pages)

Teaching Library Media Skills in Grades K-6: A How-To-Do-It Manual for Librarians, by Carolyn Garner. Neal-Schuman Publishers, 2004. {027.62 GARNER 2004}

This manual is organized around commonly taught objectives for K-6 students for using the learning resources center: manners, listening skills, taking care of books, how the library is organized, parts of a book, checking out materials, using Dewey decimal, reinforcing curriculum ties, and using the Internet. The author includes a mastery rubric of library skills with each learning objective broken down into teachable, demonstrable skills that show mastery of the objective. An accompanying CD-ROM includes lesson plans, worksheets, handouts, activities, etc. (347 pages)

Teaching Reading Strategies in the School Library, by Christine Walker and Sarah Shaw. Libraries Unlimited, 2004. {027.8222 WALKER 2004}

School library media specialists are increasingly expected to provide reading instruction to students. This book, designed for use with students K-3, offers self-contained lessons focused on reading strategies such as sequencing, compare and contrast, and prediction. (147 pages)

TECHNICAL SERVICES

Book Repair: A How-To-Do-It Manual for Librarians, by Kenneth Lavender. 2nd edition. Neal-Schuman Publishers, 2001. {025.7 LAVENDAR 2001}

This new edition explains and illustrates the basic tools and techniques of book repair including paper cleaning, treatment of water-damaged materials, removal of mold and mildew, paper mending, hinge and spine repair, and making protective enclosures for books and pamphlets. (269 pages)

Innovative Redesign and Reorganization of Library Technical Services: Paths for the Future and Case Studies, edited by Bradford Lee Eden. Libraries Unlimited, 2004. {025.02 EDEN 2004}

Shrinking budgets, new electronic formats, the advent of the Internet, and technological innovations have changed the face of technical services departments and presented new challenges. This book explores finding qualified catalogers, dealing with the expanding range of formats, staff reductions, and reorganizing workflows. Case studies, primarily from academic libraries, highlight options for redesign and reorganization. (480 pages)

Preservation and Conservation for Libraries and Archives, by Nelly Balloffet and Jenny Hille. American Library Association, 2005. {025.84 BALLOFF 2005}

This book is a guide for preserving working collections, not for the treatment of rare or unique materials. Included is information and illustrations on preservation basics, workspace, equipment, tools, making enclosures, book conservation techniques, and preparing materials for exhibition. (214 pages)

Unlocking the Mysteries of Cataloging: A Workbook of Examples, by Elizabeth Haynes and Joanna F. Fountain. Libraries Unlimited, 2005. {025.3 HAYNES}

This workbook promotes practice in description, classification, subject analysis, and MARC21 formatting. The 150 exercises provide actual title pages, the relevant AACR2 rule numbers, and instructions for librarians from all types of libraries. The workbook has an allied Web site. {243 pages}

TECHNOLOGY, INFORMATION LITERACY & WEB PAGES

Absolute Beginner's Guide to Creating Web Pages, by Todd Stauffer. 2nd edition. Que Publications, 2003. {005.72 STAUFFER 2003}

This guidebook walks you through the process of creating amazing Web pages by showing the fundamentals first and then building on that foundation with a hands-on tutorial approach. Included are making a Web site user-friendly and pleasing to the eye and page organization. (368 pages)

Hands-on Information Literacy Activities, by Jane Birks and Fiona Hunt. Neal-Schuman Publishers, 2003. {028.70712 BIRKS 2003}

This work offers librarians and teachers hands-on activities and instructional materials designed to develop key information literacy skills including the ability to determine the nature and extent of information needs, the ability to assess information, and ways to critically evaluate information and its sources. Materials supporting the activities are on an accompanying CD-ROM. (134 pages)

Library Web Sites: Creating Online Collections and Services, by A. Paula Wilson. American Library Association, 2004 {025.04 WILSON 2004}

Libraries committed to providing online content and services need guidance and practical know-how to integrate all library activities in the virtual world. Included are

managing content using database-backed web pages, promoting services online, integrating external content such as licensed databases and e-books, conducting reader's advisory services online, keeping the site updated using the editorial calendar tool, and archiving online resources. (146 pages)

Managing Information Technology: A Handbook for Systems Librarians, by Patricia Ingersoll and John Culshaw. Libraries Unlimited Library Management Collection, 2004. {025.1977 INGERSO 2004}

The authors provide resources for planning and managing every aspect of the relationships and work involved for successful cooperation between libraries and information technology services. Included are staffing, reporting, training, space, daily and periodic operations, research, new technologies, sample job descriptions, organizational charts, and sample policies and documents. (199 pages)

Motivating Students in Information Literacy Classes, by Trudi E. Jacobson and Lijuan Xu. Neal Schuman Publishers, 2004. {028.7071 JACOBSON 2004}

This book, written by academic librarians, is organized in two parts: Motivational Theory for Instruction which includes a number of learning theories and their relationship to various models of instructions; and How to Build Motivation into Instruction which includes instructor tips, examples of exercises and assignments, course design, teaching behaviors, learning techniques, assessment, and online teaching. (143 pages)

The Non-Designer's Web Book: An Easy Guide to Creating, Designing, and Posting Your Own Web Site, by Robin Williams and John Tollett. 2nd edition. Peachpit Press, 2000. {005.72 WILLIAMS 2000}

The authors explain the basics in an easy-to-follow format, offering tips, techniques, design examples, and inspiration. Included are using the World Wide Web, what a Web page is, basic design principles for non-designers, interface and navigation, recognizing good and bad design, color and graphics, testing and updating your site, and how to register your Web page. (303 pages)

The Plagiarism Plague: A Resource Guide and CD-ROM Tutorial for Educators and Librarians, edited by Vibiana Bowman. Neal-Schuman Publishers, 2004. {808 BOWMAN 2004}

In this book and interactive CD-ROM are examples and lesson plans on how to teach students the structure and code of scholarly writing. Included are chapters on understanding the plagiarism problem; finding remedies with proven faculty, departmental and institutional strategies; and a practitioners' toolkit that discusses resources to combat plagiarism and promote intellectual honesty in students. (233 pages)

Protecting Your Library's Digital Sources: The Essential Guide to Planning and Preservation, by Miriam B. Kahn. American Library Association, 2004. {025.82 KAHN 2004}

Bad things can happen to digital resources – floods, fires, viruses, lack of storage, loss of accessibility, computer crashes – so the author provides both short- and long-term

planning and preservation tips to help libraries protect and preserve this information format. Included are forms and checklists for designing a data protection plan and four case studies. (104 pages)

Systems Analysis for Librarians and Information Professionals, by Larry N. Osborne and Margaret Nakamura. 2nd edition. Libraries Unlimited, 2000. {025.00285 OSBORNE 2000}

This textbook covers the basic techniques of systems analysis for librarian or information professionals. Included are chapters on understanding systems analysis; historical development of systems analysis; identifying problems; collecting and displaying data; designing flow diagrams; designing, presenting, selecting and proving the system; and implementation strategies. (261 pages)

Teaching Technology: A How-To-Do-It Manual for Librarians, by D. Scott Brandt. Neal-Schuman Publishers, 2002. {607.1 BRANDT 2002}

The goal of this publication is to introduce innovative educational concepts and techniques to help librarians and other information professionals create technology learning courses, sessions, workshops, and modules, with emphasis placed on the learner. Five critical steps for effective learning are explored: analysis, design, development, implementation, and evaluation. (215 pages)

Technology for Results: Developing Service-Based Plans, by Diane Mayo for the Public Library Association. American Library Association, 2005. {025.1974 MAYO 2005}

The most recent publication in PLA's Results Series, this step-by-step guide helps librarians and administrators create a dynamic technology plan that will allocate resources to support library priorities and manage technology services based on community goals. Included are customizable work forms. (164 pages)

Web Site Design with the Patron in Mind: A Step-By-Step Guide for Libraries, by Susanna Davidsen and Everyl Yankee. American Library Association, 2004. {025.04 DAVIDSEN 2004}

In this non-technical guide, the authors provide a Web site design/redesign process that focuses on users' behaviors, needs, and habits. Included are how to collect and develop the right data to do the job and how to test and evaluate a user-centered Web page. (114 pages)

TRUSTEES, FRIENDS & OTHER VOLUNTEERS

101+ Great Ideas for Libraries and Friends: Marketing, Fundraising, Friends Development, and More! By Sally Gardner Reed, Beth Nawalinski, and Alexander Peterson of Friends of Libraries U.S.A. (FOLUSA). Neal-Schuman Publishers, 2004. {021.7 REED 2004}

This book describes exciting activities and creative programs going on in libraries and in support of libraries that can be successfully adapted for other communities and

Friends groups. Chapters include raising money (the book sale and beyond); creating programs and high profile for the library; effective library advocacy; creating, growing and re-energizing Friends groups; and organizational effectiveness. Sample forms, promotional materials, and program graphics are included. (229 pages)

The Essential Friends of Libraries: Fast Facts, Forms, and Tips, by Sandy Dolnick. American Library Association, 2005. {021.7 DOLNICK 2005}

This book (arranged in dictionary format) consists of ready-reference articles that cover all aspects of Friends of the Library groups including organization, personnel, finances, fund-raising, programs, and legal issues. A CD-ROM that has 75 easily customized forms, guidelines, and sample documents Friends groups can use accompanies the book. (99 pages)

Getting Grants In Your Community, by Sally Gardner Reed and Beth Nawalinski. Friends of Libraries U.S.A., 2005. {021.7 REED 2005}

This guidebook is designed to help Friends of the Library identify funding sources, write a persuasive case statement for a library program, develop a budget, and produce a winning grant proposal. The authors believe that no matter how small the community, it is likely that funding at the local level is available for volunteer projects at the library. The accompanying CD-ROM includes three sample grant proposals. (16 pages)

Making Our Voices Heard: Citizens Speak Out for Libraries, by Sally Gardner Reed and Beth Nawalinski. Friends of Libraries U.S.A., 2004. {021.7 REED 2004}

This how-to guide for library promotion and advocacy is specifically designed to help citizens become more effective in speaking out for libraries. The workbook and accompanying CD-ROM are for libraries to use to develop their own local advocacy campaign and create an individualized presentation tool for Friends and others to persuade or influence decision makers in the community. (14 pages)

Raising Funds with Friends Groups: A How-To-Do-It Manual for Librarians, by Mark Y. Herring. Neal-Schuman Publishers, 2004. {025.1 HERRING 2004}

This manual focuses on all libraries, but includes a special message to academic libraries to seek out Friends groups. Included is information on the value of Friends groups, starting a group, establishing an executive board, fund-raising using the Web, marketing the library, communicating with the membership, library advocacy and support, programming a Friends event, conducting feasibility studies, and how to perpetuate a Friends group. (167 pages)

The Successful Library Trustee Handbook, by Mary Y. Moore in consultation with Association for Library Trustees and Advocates. American Library Association, 2005. {021.82 MOORE 2005}

Developed by the author (formerly a Montana public library director) to be a teaching tool for directors and trustees, this ALTA-approved guide provides a blueprint on the role of both the new and veteran library trustee. Included are the responsibilities of the board, how to run an effective board, being a library advocate, developing policies

and planning strategy, selecting and evaluating a library director, understanding the fine line between governing and managing the library, budgeting for library services, and forming beneficial relationships with fellow trustees, library staff and the community. (102 pages)

Teen Volunteer Services in Libraries, by Kellie M. Gillespie. Voice of Youth Advocates (VOYA) Guides. Scarecrow Press, 2004. {021.2 GILLESP 2004}

Designed for library professionals who work with teens, this book offers practical advice about starting and maintaining effective teen volunteer programs in school and public libraries. Included are chapters on why teens make good volunteers, how to market and recruit a teen program, orientation and training, retention of volunteers, and supervising teens. There are also interviews with teen volunteer managers and reports from successful teen volunteer programs across the country. (133 pages)

The Volunteer Recruitment (and Membership Development) Book, by Susan J. Ellis. 3rd edition. Energize, Inc. 2002 {361.37 ELLIS 2002}

If you'd like to have volunteers in your library, this book will tell you how to do it. Included are where to look for volunteers, how to design the best jobs for volunteers, how the library's image affects recruitment, why some people volunteer and others don't, how to find and keep a diverse group of volunteers, and recruitment techniques. (152 pages)

WRITING & SPEAKING SKILLS

First Have Something to Say: Writing for the Library Profession, by Walt Crawford. American Library Association, 2003. {808.06602 CRAWFORD 2003}

The author describes what it really takes to successfully write for and speak to library colleagues. Included are ways to build confidence in what you have to say, nixing writer's block, retaining your unique personality in articles and speeches, dealing with the basics of copyright, how to get published, and when to say no to PowerPoint presentations. (141 pages)

How to Write Knockout Proposals: What You Must Know (and Say) to Win Funding Every Time, by Joseph Barbato. Emerson & Church Publishers, 2004. {658.15 BARBATO 2004}

This small book ("it can be read in a single sitting") is about writing persuasively to win major gifts from individuals, corporations, and foundations. It is designed to help you better understand how to produce the most vital written document in the nonprofit world – the successful fundraising proposal. (124 pages)

The Librarian's Guide to Writing for Publication, by Rachel Singer Gordon. Scarecrow Press, 2004. {808.06602 GORDON 2004}

One way librarians advance their profession is through the creation of a "robust body" of professional literature. This work explains all the processes and concerns librarians encounter when writing about the vocation including queries and proposals, increasing the odds of publication, networking and collaboration, marketing and

promotion, and the particular demands in an electronic environment. Interviews with several library publishers and editors are included. (190 pages)

Models of Proposal Planning & Writing, by Jeremy T. Miner and Lynn E. Miner. Praeger, 2005. {658.15224 MINER 2005}

The authors provide a step-by-step integrated process for planning and writing persuasive proposals. The models included in the book present practical strategies that can help grantseekers to improve the quality of proposals they write by describing the why of the project as well as the what and how. (253 pages)

Public Speaking Handbook for Librarians and Information Professionals, by Sarah R. Statz. McFarland and Company Publishers, 2003. {808.5108 STATZ 2003}

More than ever, librarians now need good communication skills. Included in this book are basic principles for speech preparation and delivery, doing the necessary research, applying organizational skills, practicing a presentation, posture and breathing, engaging an audience, and putting yourself at ease. There is also discussion of specific situations such as interviews, staffing public service desks, library instruction, meetings, and presentations to large groups. (165 pages)